## ORDER



KLAS

Product Desc: Pres-R

37777

494 Estimate:

Order / Rev:

Alt Order #:

Flight Dates: 10/31/12 - 11/06/12 10/31/12 / 10/31/12 Original Date / Rev:

Order Type: **GENERAL**  Primary AE: Mike Jones Sales Office:

K-WAS

Sales Region: National

Agency

Orders

American Rambler Production Name:

Stephanie Kincaid **Buying Contact:** Billing Contact:

> 138 Conant St. Beverely, MA 01915

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC Agency Commission:

15%

00:15:00

Romney, Mitt / R-Pres Advertiser Name:

> Demographic: A25-54 Product Codes: PO1 Priority: LV1

AGY, POL, CAND Revenue Codes:

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Totals

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		
10/29/12	11/06/12	157	\$302,245.00	\$256,908.25		

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	157	\$302,245.00	\$256,908.25	0.00
Totals	157	\$302,245.00	\$256,908.25	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Ln Ch Start End	Inventory Code Break	Start/End Tim	ne Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
1 8 11/05/12 11/06/12	8 News Now 6a M-F CM 8 News Now 6a M-F	6-7a	22	:30 4	\$965.00LV1	0.00 NM	4	\$3,860.00
<u>Start Date</u> <u>End Date</u> Week: 11/05/12 11/11/12	Weekdays Spots/Week 22 4	Rate R \$965.00	ating 0.00					
2 8 11/05/12 11/06/12	CBS This Morning 7-9a CM CBS This Morning	7-9a	22	:30 4	\$700.00LV1	0.00 NM	4	\$2,800.00
<u>Start Date</u> <u>End Date</u> Week: 11/05/12 11/11/12	Weekdays Spots/Week 22 4	Rate R \$700.00	ating 0.00					
3 8 11/05/12 11/06/12	Live w/Kelly CM Live w/Kelly	9-10a	22	:30 4	\$1,050.00LV1	0.00 NM	4	\$4,200.00
<u>Start Date</u> <u>End Date</u> Week: 11/05/12 11/11/12	Weekdays Spots/Week 22 4	Rate R \$1,050.00	ating 0.00					
4 8 11/05/12 11/06/12	Price Is Right CM Price Is Right	10-11a	MT	:30 2	\$1,575.00LV1	0.00 NM	2	\$3,150.00
<u>Start Date</u> <u>End Date</u> Week: 11/05/12 11/11/12	Weekdays Spots/Week MT 2	Rate R \$1,575.00	ating 0.00					
5 8 11/05/12 11/06/12	Y&R CM Young & Restless	11a-12p	M	:30 1	\$1,925.00LV1	0.00 NM	1	\$1,925.00
<u>Start Date</u> <u>End Date</u> Week: 11/05/12 11/11/12	Weekdays Spots/Week M 1	Rate R \$1,925.00	ating 0.00					
6 8 11/05/12 11/06/12	8 News Now Noon M-F CM 8 News Now Noon M-F	12-1230p	22	:30 4	\$1,140.00LV1	0.00 NM	4	\$4,560.00
<u>Start Date</u> <u>End Date</u> Week: 11/05/12 11/11/12	Weekdays Spots/Week 22 4	<u>Rate</u> <u>R</u> \$1,140.00	ating 0.00					

Print Date: 10/31/12 16:01:57 Page 2 of 5

**KLAS** 

Order / Rev: 37777

Alt Order #:

Flight Dates:

Advertiser: Romney, Mitt / R-Pres

Product Desc: Pres-R

10/31/12 - 11/06/12

Estimate: 49

494

Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Ln Ch Start End **Inventory Code** Break 11/05/12 11/06/12 1230-2p Soaps/ LMAD CM 1230-2p MT----:30 2 \$1,315.00LV1 0.00 NM \$2,630.00 Soaps / Let's Make A Deal Start Date End Date Spots/Week Rate Rating MT----Week: 11/05/12 11/11/12 2 \$1,315.00 0.00 8 8 11/05/12 11/06/12 The Talk 2-3P CM 2-3p MT----:30 4 \$1,315.00LV1 0.00 NM \$5,260.00 The Talk Start Date End Date **Weekdays** Spots/Week Rate Rating Week: 11/05/12 11/11/12 MT----4 \$1,315.00 0.00 8 11/05/12 11/06/12 Ellen CM 3-4p 22----:30 4 \$1,490.00LV1 0.00 NM \$5,960.00 Ellen Spots/Week Rating **End Date Weekdays** Rate Start Date Week: 11/05/12 11/11/12 22----4 \$1,490.00 0.00 11/05/12 11/06/12 8 News Now 4p M-F CM 22----:30 4 \$1,575.00LV1 0.00 NM \$6,300.00 10 4-5p 8 News Now 4p M-F (4:30 PM-5:00 PM) **End Date** Weekdays Spots/Week Rating **Start Date** Rate Week: 11/05/12 11/11/12 22----4 \$1,575.00 0.00 11/05/12 11/06/12 8 News Now 5-630p M-FCM 5-630p 22----:30 4 \$1,750.00LV1 0.00 NM \$7,000.00 8 News Now 5-630p M-F Start Date **End Date** Weekdays Spots/Week Rating Rate 22----Week: 11/05/12 11/11/12 \$1,750.00 0.00 11/05/12 11/06/12 630-7p Inside Edition \$5,600.00 12 CM 630-7p 22----:30 4 \$1,400.00LV1 0.00 NM 4 Inside Edition **End Date** Spots/Week Rating Start Date **Weekdays** Rate Week: 11/05/12 11/11/12 22----\$1,400.00 0.00 7-8p 11/05/12 11/06/12 CM :30 0.00 NM 7-8p Rotator 11----2 \$1,225.00LV1 2 \$2,450.00 7-8p Rotator **Weekdays End Date** Spots/Week Start Date Rate Rating 11/11/12 \$1,225.00 0.00 Week: 11/05/12 2 8 11/05/12 11/06/12 8 News Now 11p M-F CM 11-1135p 22----:30 \$2,100,00LV1 0.00 NM 2 \$4,200.00 8 News Now 11p M-F Start Date **End Date Weekdays** Spots/Week Rate Rating 11----\$2,100.00 0.00 Week: 11/05/12 11/11/12 11/05/12 11/06/12 CM 1135p-1237a 22----:30 \$965.00LV1 0.00 NM \$3,860.00 Letterman Letterman Start Date **End Date Weekdays** Spots/Week Rate Rating 22----\$965.00 0.00 Week: 11/05/12 11/11/12 --222--:30 16 10/31/12 11/02/12 8 News Now 6a M-F CM 6-7a \$965.00LV1 0.00 NM 6 \$5,790.00 8 News Now 6a M-F **Start Date End Date** Weekdays Spots/Week Rate Rating --222--Week: 10/29/12 11/04/12 \$965.00 0.00 17 10/31/12 11/02/12 CBS This Morning 7-9a CM 7-9a --222--:30 \$700.00LV1 0.00 NM 6 \$4,200.00 **CBS This Morning** Start Date End Date Weekdays Spots/Week Rate Rating --222--Week: 10/29/12 11/04/12 6 \$700.00 0.00 18 10/31/12 11/02/12 Live w/Kellv CM 9-10a --222--:30 6 \$1,050.00LV1 0.00 NM 6 \$6,300.00 Live w/Kelly Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 --222--\$1,050.00 0.00 8 News Now Noon M-F CM 0.00 NM 20 10/31/12 11/02/12 12-1230p --222--:30 6 \$1,140.00LV1 6 \$6,840.00 8 News Now Noon M-F Start Date **End Date** Weekdays Spots/Week Rate Rating --222--Week: 10/29/12 11/04/12 6 \$1,140.00 0.00 21 10/31/12 11/02/12 1230-2p Soaps/ LMAD CM 1230-2p --WTF--:30 2 \$1.315.00LV1 0.00 NM 2 \$2,630.00 Soaps / Let's Make A Deal Start Date **End Date Weekdays** Spots/Week Rate Rating --WTF--11/04/12 Week: 10/29/12 2 \$1,315.00 0.00 The Talk 2-3P ---12--22 8 10/31/12 11/02/12 CM 2-3p :30 3 \$1.315.00LV1 0.00 NM 3 \$3,945,00 The Talk Start Date **End Date** Weekdays Spots/Week Rate Rating

Print Date: 10/31/12 16:01:58 Page 3 of 5

 Order / Rev:
 37777
 Advertiser:
 Romney, Mitt / R-Pres

 Alt Order #:
 Product Desc:
 Pres-R
 KLAS

 Flight Dates:
 10/31/12 - 11/06/12
 Estimate:
 494

Ln Cl	n Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
22	8 10/31/	12 11/02/12	The Talk 2-3P The Talk	СМ	2-3p	12	- :30	3	\$1,315.00LV1	0.00 NM	3	\$3,945.00
Week	Start Date :: 10/29/12	End Date 11/04/12	Weekdays 12	Spots/Week 3	<u>Rate</u> \$1,315.00	Rating 0.00						
23	8 10/31/	12 11/02/12	Ellen Ellen	СМ	3-4p	222	- :30	6	\$1,490.00 LV1	0.00 NM	6	\$8,940.00
Week	Start Date :: 10/29/12	End Date 11/04/12	Weekdays 222		Rate \$1,490.00	Rating 0.00						
24	8 10/31/	12 11/02/12	8 News Now 4p N 8 News Now 4p N	и-F	4-5p (4:30 PM-5:0	222- 00 PM)	- :30	6	\$1,575.00LV1	0.00 NM	6	\$9,450.00
Week	Start Date :: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 222	Spots/Week 6	Rate \$1,575.00	Rating 0.00			_			
25	8 10/31/	12 11/02/12	8 News Now 5-63 8 News Now 5-63	-	5-630p	222-	- :30	6	\$1,750.00LV1	0.00 NM	6	\$10,500.00
Week	Start Date :: 10/29/12	End Date 11/04/12	Weekdays 222	Spots/Week 6	Rate \$1,750.00	Rating 0.00						
26		12 11/02/12	630-7p Inside Edi Inside Edition		630-7p	222-	- :30	6	\$1,400.00LV1	0.00 NM	6	\$8,400.00
Week	Start Date :: 10/29/12	End Date 11/04/12	Weekdays 222		<u>Rate</u> \$1,400.00	Rating 0.00						
27	8 10/31/		7-8p Rotator 7-8p Rotator	СМ	7-8p	222-	- :30	6	\$1,225.00LV1	0.00 NM	6	\$7,350.00
Week	Start Date :: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 222	Spots/Week 6	Rate \$1,225.00	Rating 0.00						
28	8 10/31/	12 11/02/12	8 News Now 11p 8 News Now 11p		11-1135p	222-	- :30	6	\$2,100.00LV1	0.00 NM	6	\$12,600.00
Week	Start Date :: 10/29/12	End Date 11/04/12	Weekdays 222	Spots/Week 6	<u>Rate</u> \$2,100.00	Rating 0.00						
29	8 10/31/	12 11/02/12	Letterman Letterman	CM	1135p-1237	a222-	- :30	6	\$965.00LV1	0.00 NM	6	\$5,790.00
Week	Start Date :: 10/29/12	End Date 11/04/12	Weekdays 222	Spots/Week 6	<u>Rate</u> \$965.00	Rating 0.00						
32	8 11/03/	12 11/03/12	NCAA Football NCAA College Fo	CM potball	NCAA Colle	ge FooS	- :30	2	\$1,050.00LV1	0.00 NM	2	\$2,100.00
Week	Start Date :: 10/29/12	End Date 11/04/12	Weekdays S-	Spots/Week 2	Rate \$1,050.00	Rating 0.00		_				
33	8 11/03/	12 11/03/12	8 News Now Sat 8 News Now Sat	•	5-7p	S	- :30	2	\$965.00LV1	0.00 NM	2	\$1,930.00
Week	Start Date :: 10/29/12	End Date 11/04/12	Weekdays S-	Spots/Week 2	Rate \$965.00	Rating 0.00						
Spot 1	Ch Date R 8 10/29/3 See MG 33	12-11/04/12 8	Description News Now Sat 5-7		/End Time		Weekdays		<u>ngth Rate</u> :30 <del>(\$965.00)</del>	Rtg Type 0.00 NM		
2		12-11/04/12 8	News Now Sat 5-7	<i>7p</i> 5-7p			Sa		:30 <del>(\$965.00)</del>	0.00 NM		
3 (A)	8 11/03/	12-11/03/12 8	News Now Sat Sp	ecial 8-9p			Sa		:30 \$965.00	0.00 NM		
4	News mov	ed due Colleç	ge Football News Now Sat 5-7	7p 430-	5p		Sa		:30 \$965.00	0.00 NM		
··	MG for 33.			,	•				- ,555. <b>95</b>			
34			Politics Now S Se		Various	S	- :30	1	\$965.00LV1	0.00 NM	1	\$965.00
Week	Start Date :: 10/29/12	End Date 11/04/12	Weekdays	Spots/Week	<u>Rate</u> \$965.00	Rating 0.00						
			CBS Early Show	- Sat. CM	5-7a	s	- :30	2	\$335.00LV1	0.00 NM	2	\$670.00
Week	Start Date :: 10/29/12	End Date 11/04/12	Weekdays S-	Spots/Week 2	<u>Rate</u> \$335.00	Rating 0.00						

Print Date: 10/31/12 16:01:58 Page 4 of 5

**KLAS** 

Order / Rev: <u>37777</u>

Advertiser:

Romney, Mitt / R-Pres

Alt Order #: Flight Dates:

0/04/40 44/06/40

Product Desc:

Pres-R

10/31/12 - 11/06/12

Estimate:

494

Ln Ch Start End **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount 37 8 11/04/12 11/04/12 8 News Now Sun AM #1CM 8 News Now Sun A----S :30 \$525.00LV1 0.00 NM \$525.00 8 News Now Sun AM #1 **End Date Start Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 ----S \$525.00 0.00 11/04/12 11/04/12 CBS News Sunday Morr@M CBS Sunday Morni----S :30 2 \$1,225.00LV1 38 8 0.00 NM 2 \$2,450.00 **CBS News Sunday Morning** Start Date End Date Weekdays Spots/Week Rating Rate 11/04/12 ----S \$1,225.00 0.00 Week: 10/29/12 2 11/04/12 11/04/12 8 News Now Sun AM #2CM 8 News Now Sun A----S :30 2 \$1,225.00LV1 0.00 NM 2 \$2,450.00 8 News Now Sun AM #2 **End Date** Spots/Week Start Date <u>Weekdays</u> Rate Rating 11/04/12 Week: 10/29/12 \$1,225.00 0.00 11/04/12 11/04/12 **Face The Nation** CM Face The Nation :30 1 \$1,400.00LV1 0.00 NM \$1,400.00 40 **Face The Nation Start Date End Date Weekdays** Spots/Week Rating Rate Week: 10/29/12 11/04/12 ----5 1 \$1,400.00 0.00 11/04/12 11/04/12 NFL Reg Season Game&M NFL Football Reg. ----S :30 2 \$7,700.00LV1 0.00 NM \$15,400.00 NFL Football Reg. Season Spots/Week Start Date End Date Weekdays Rate Rating Week: 10/29/12 11/04/12 ----5 2 \$7,700.00 0.00 :30 2 \$6,000.00LV1 42 11/04/12 11/04/12 Sun 7-8p CM 7-8p ----5 0.00 NM \$12,000.00 60 Minutes Start Date **End Date** Weekdays Spots/Week Rate Rating \$6,000.00 Week: 10/29/12 11/04/12 ----S 0.00 CM 43 11/04/12 11/04/12 Sun 9-10p :30 1 \$5,600.00LV1 0.00 NM 9-10p ----S \$5,600.00 The Good Wife Start Date End Date Weekdays Spots/Week Rating Rate Week: 10/29/12 11/04/12 ----S 1 \$5,600.00 0.00 11/03/12 11/04/12 11-1135P 8 8 News Now 11p Sa/SuCM ----SS :30 2 \$1,225.00LV1 0.00 NM 2 \$2,450.00 8 News Now Sa/Su 11p Weekdays Start Date **End Date** Rating Spots/Week Rate Week: 10/29/12 11/04/12 ----S 2 \$1,225.00 0.00 ----s 11/04/12 11/04/12 Eye on Wash/Wall St Jo0M :30 \$300.00LV1 45 8 5-6a 0.00 NM 2 \$600.00 Eve On Wash/Wall St Jrnl Spots/Week Start Date **End Date** <u>Weekdays</u> Rate Rating ----s 0.00 Week: 10/29/12 11/04/12 \$300.00 10/31/12 10/31/12 Wed 10-11p CM 10-11p --W----:30 1 \$8.000.00LV1 0.00 NM \$8,000.00 Spots/Week Start Date **End Date** Weekdays Rate Rating --W----11/04/12 \$8,000.00 0.00 Week: 10/29/12 10/31/12 10/31/12 Wed 9-10p CM --W----:30 2\$12,000.00LV1 0.00 NM \$24,000.00 9-10p **Criminal Minds** Start Date **End Date** Weekdays Spots/Week Rate Rating --W----Week: 10/29/12 11/04/12 2\$12,000.00 0.00 11/01/12 11/01/12 Thu 8-9p CM 8-9p ---T---:30 2 \$9,450.00LV1 0.00 NM \$18,900.00 Big Bang / 2 1/2 Men" Start Date **End Date** Weekdays Spots/Week Rate Rating ---T---11/04/12 2 \$9,450.00 Week: 10/29/12 0.00 11/01/12 11/01/12 Thu 9-10p :30 2 \$8,000.00LV1 9-10p ---T---0.00 NM \$16,000.00 Person Of Interest Start Date **End Date** Weekdays Spots/Week Rate Rating ---T---\$8,000.00 Week: 10/29/12 11/04/12 0.00 11/02/12 11/02/12 Fri 9-10p CM 9-10p ----F--:30 1 \$5,500.00LV1 0.00 NM \$5,500.00 CSI: NY Start Date **End Date Weekdays** Spots/Week Rate Rating --F--\$5,500.00 11/04/12 0.00 Week: 10/29/12 11/02/12 11/02/12 Fri 10-11p ---F--1 \$5,600.00LV1 10-11p :30 0.00 NM \$5,600.00 Blue Bloods Start Date End Date Weekdays Spots/Week Rate Rating

Print Date: 10/31/12 16:01:58 Page 5 of 5

 Order / Rev:
 37777
 Advertiser:
 Romney, Mitt / R-Pres

 Alt Order #:
 Product Desc:
 Pres-R
 KLAS

 Flight Dates:
 10/31/12 - 11/06/12
 Estimate:
 494

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
56	8	11/02/1	2 11/02/12	•	CM	10-11p	F	:30	1	\$5,600.00LV1	0.00 NM	1	\$5,600.00
				Blue Bloods									
		Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	/eek:	10/29/12	11/04/12	F	1	\$5,600.00	0.00			_			
57	. 8	11/04/1	2 11/04/12	Sun 10-11p	CM	10-11p	S	:30	2	\$7,700.00LV1	0.00 NM	2	\$15,400.00
				The Mentalist									
		Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				3		
٧	/eek:	10/29/12	11/04/12	S	2	\$7,700.00	0.00						
59	8	11/02/1	2 11/02/12	Fri 8-9p	CM	8-9p	F	:30	2	\$1,400.00LV2	0.00 NM	2	\$2,800.00
				Undercover Boss		•							
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	leek:	10/29/12	11/04/12	F	2	\$1,400.00	0.00						
N 60	8	11/02/1	2 11/06/12	8 News Now 4-5a	СМ	4-5a	MTF	:30	1	\$50.00LV2	0.00 NM	1	\$50.00
				8 News Now 4-5a	1								
		Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
٧	/eek:	11/02/12	11/08/12	MTF	1	\$50.00	0.00						
N61	8	11/03/1	2 11/03/12	8 News Now Sat	SpeciaCM	8-9p	S-	:30	1	\$965.00LV1	0.00 NM	1	\$965.00
				8 News Now Sat	Special	-							
		Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	/eek:	10/29/12	11/04/12	S-	1	\$965.00	0.00						

Totals 157 \$302,245.00